

ReserveAmerica – A backgrounder


In 1984, ReserveAmerica (formerly Info 2000/ Park.Net) began as a software development company specializing in solutions for the municipal recreation industry. Since then, the company has become the nation's leading campsite reservation service provider. The company develops and integrates Internet, telephony, and database management technologies to help its clients deliver customer-focused services.

Using ReserveAmerica's multi-channel approach, its clients can capitalize on sales opportunities through Internet, call center, and point-of-purchase outlets.

ReserveAmerica's list of clients now includes California, Colorado, East Bay Regional Park District, Georgia, Idaho, Manitoba, Massachusetts, Michigan, New York, Oregon, San Diego County Parks, Santa Clara County Parks, Texas, Utah, USDA Forest Service, US Army Corps of Engineers, Virginia, Washington, and Wisconsin.

ReserveAmerica continues to invest heavily in its campground product offerings, developing new modules for park office management, system-wide integration and reporting, credit card processing, faxed reporting, and Internet reservations.

Today, ReserveAmerica is widely regarded as an industry leader when it comes to implementing statewide reservation, registration, and integrated reporting systems. For instance, the company's R-Cubed product line is the most widely used campground reservation software in North America. In fact, of the 20 states currently offering central reservation services, 15 are using ReserveAmerica's R-Cubed software products.





Launch of the ReserveAmerica Call Centers

In 1997, ReserveAmerica established its first call center in Ballston Spa, New York to provide reservation services for New York State Parks. Within the first year of operation, the ReserveAmerica call center processed 162,000 reservations — 25 percent more than the state's previous contractor.

In 1998, ReserveAmerica won two of the most highly prized contracts within the campground reservation industry — the California State Parks Reservation Service and The National Recreation Reservation Service™, a joint initiative between the USDA Forest Service and the US Army Corps of Engineers.

In response to this growth, ReserveAmerica launched its second call center in Rancho Cordova, California in 1998, to operate the reservation service for California's State Parks and Hearst Castle tour sales. A third call center in Madison, Wisconsin was opened in 1999 to handle reservations for Wisconsin's State Parks as well as for other state contracts.

ReserveAmerica was recently selected to develop and manage reservation services for State Park campgrounds in Massachusetts and Wisconsin. On March 3, 1999, ReserveAmerica launched the new reservation service for the Commonwealth of Massachusetts. On April 15, 1999 ReserveAmerica began a similar service for Wisconsin State Parks. Later this year ReserveAmerica will begin offering advance ticket sales for the Palm Springs Aerial Tramway, the largest vertical cable rise in the United States and the second largest in the world.

